



# Social Media



- 1 - Explore the infographic - What Happens on the Internet every minute 2020 Version and complete the information below:



## DATA NEVER SLEEPS 8.0

How much data is generated *every minute*?

In 2020, the world changed fundamentally—and so did the data that makes the world go round. As COVID-19 swept the globe, nearly every aspect of life—from work to working out—moved online, and people depended more and more on apps and the Internet to socialize, educate and entertain ourselves. Before quarantine, just 15% of Americans worked from home. Now over half do. And that's not the only big shift. In our 8th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute—a trend that shows no sign of stopping.

- |  |       |                |
|--|-------|----------------|
| 1 - Facebook users upload              | _____ | photos         |
| 2 - Facebook users share               | _____ | messages       |
| 3 - Instagram business profile ads see | _____ | clicks         |
| 4 - Instagram users post               | _____ | stories        |
| 5 - Twitter gains                      | _____ | new users      |
| 6 - YouTube creators upload            | _____ | hours of video |

- 2 - What is the definition of social media?

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- 3 - You have 30 seconds to name social media websites and applications.  
How many can you name?



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- 4 - The table below shows information for four of the world's top social media websites. Can you guess the website from its description?

LinkedIn	Twitter
Instagram	Facebook

- 1 - \_\_\_\_\_ Share your photos and videos
- 2 - \_\_\_\_\_ Express your ideas, write to friends, share photos and videos
- 3 - \_\_\_\_\_ Look for job opportunities, promote your professional skills
- 4 - \_\_\_\_\_ Express your ideas in short sentences (280 characters max)

- 5 - Discuss the questions below.

- ✓ Why do you think social networks are so popular?
- ✓ What are the advantages of social networking?
- ✓ What are the disadvantages of social networking?
- ✓ How much time do you spend on social media per day?
- ✓ Do you like social networks?

- 6 - Let's see if your social media preferences are similar to the world ... access the link below and answer 4 quick questions  
<https://forms.gle/4i4tgh8RgBFHZmNv9>